

Communications Kit for the Community Partnerships for Protecting Children

Prepared by FowlerHoffman LLC

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Operating Instructions for this Kit

During the past four years, communications has become increasingly integral to the success of the Partnerships for Protecting Children. And with each passing year, the vital role that communications plays in the successful implementation of Community Child Protection becomes clearer. You are becoming more comfortable, and real "pros" at using communications.

As is true of many things in life, the better you understand communications the simpler it becomes. For example, whenever you are faced with a communications challenge, there are some basic strategic questions that should always serve as your starting point:

- ✓ Who do you want/need to communicate with (target audiences)?
- ✓ What do you want/need to tell or ask them (message)?
- ✓ Through what channel(s) is the target audience most likely to actually pay attention/respond to the message (who or what would be the best messenger to deliver the message)?

Four years ago, when FowlerHoffman first started working with the Partnerships, we visited each Partnership site and asked for your thoughts about audiences, messages and messengers. (We *asked* you rather than telling you because you are the experts on what works best in your communities.) In 1996, the information we collected was used to shape the first edition of the "Communications Kit." In 2000, we decided to update and reissue this tool for three reasons:

- 1) In the four years since this tool was first created we have learned a lot from you about what works and what doesn't work – lots of creative new ideas have come from the Partnership sites;
- 2) There are lots of new faces in the Partnerships that might not be familiar with the first edition of this Kit; and
- 3) We heard that you've found the first edition useful and we wanted to create a new and improved version!

As with all of the brainstorming tools we create, this Kit is not meant to provide an exhaustive list but rather to give you some ideas and to spur more ideas. This is just the tip of the proverbial iceberg. **Remember that all of the communications efforts you undertake should flow from the goals, outcomes, strategies and activities in your overall Partnership plan. They should not be created in a vacuum.**

So now...turn the page



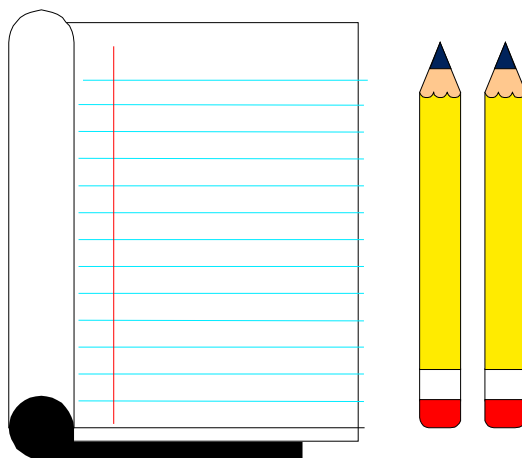
First ask yourself:

“Is communication necessary for this outcome, strategy or activity to be successful?”



Second:

If the answer is **YES!** then pick up a blank copy of the enclosed *Worksheet* and start filling it out for this particular outcome, strategy or activity.



Third:

Ask yourself -- Is this communication necessary to:

A: Promote the name and location of a new program or service that protects children and/or strengthens families???

(if yes -- go to Section A for ideas)

B: Explain in greater depth a program or service that protects children and/or strengthens families (more than just its name and location)???

(if yes -- go to Section B for ideas)

C: Engage the community in shaping a plan, program or service that will protect children and strengthen families???

(if yes -- go to Section C for ideas)

D: Involve the community in taking more responsibility for the protection of children and strengthening families???

(if yes -- go to Section D for ideas)

E: Enlist other institutions and professions as program allies in protecting children and strengthening families???

(if yes -- go to Section E for ideas)

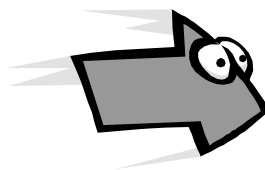
F: Achieve something else...

(if yes -- you're on your own)

(just kidding -- contact FowlerHoffman and we can talk about additional ideas)

Note: for the purposes of this Kit; the answers to questions A, B, C, D and E will be called your:
Communication Objectives

HINT: Try to focus on selecting only one option. It will make your work a lot easier! We do realize, however, that this may not be possible in every instance. You may have to mix and match.



Fourth:

Write down on the *Worksheet* the types of people you want to reach in order to achieve this particular part of your plan. Then you can focus on *how* to reach them -- the "things" and "activities" you will use to communicate.

But before you go on to the *Worksheet* and Sections A, B, C, D or E...

Some things to keep in mind:

- ◆ Brainstorm ideas first! Don't get bogged down in the details. It might be a good idea to start by creating an initial list of "things" and "activities" (see below) that you are interested in pursuing. The final list will change several times.
- ◆ When in doubt -- guess. (But try to make it an educated guess!)
- ◆ Think about items that can help connect people with the following:

children

partnership

protection

safety

community

families

♦ Communication usually happens through the use of :

1. things (brochures, magnets, pens, t-shirts, etc.)
&
2. activities (coffee talks, community celebrations, canvassing/surveys, roundtable discussions, an open house, etc.)

"Things" take money to create and produce -- and people's time to distribute. "Things" that are never distributed are useless.

"Things" can inform people about a program or service.

however ...

- Most communications shopping lists have too many "things" and not enough well-planned "activities."
- "Activities" not only inform -- they **engage** people in a program or service.
- It is nice to have some "things" to hand out at your "activities."

Remember, you're not operating in a vacuum! Be open to "linking" your ideas. All your communication objectives need to work *together* to engage your community and to deliver your message.

OKAY -- now turn the page to find the Section that lists "things" and "activities" that match your:

Communication Objectives



Communications Kit Worksheet: What Should We Do?

Goal, outcome, strategy or activity: _____

Your Communication Objective (you may choose more than one). Is it to:

_____ **A:** Promote the name and location of a new program or service that protects children and/or strengthens families?

_____ **B:** Explain in greater depth a program or service that protects children and/or strengthens families?

_____ **C:** Engage the community in shaping a plan, program or service that will protect children and/or strengthen families?

_____ **D:** Involve the community in taking more responsibility for the protection of children and strengthening families?

_____ **E:** Enlist other institutions and professions as program allies in protecting children and strengthening families?



Who do we need to reach to achieve this communication objective? (target audiences)

List below your ideas for communications "things" or "activities." Brainstorm your list first. Then select your best ideas. You may want to record why you selected the items you did; you can use the reasons you selected certain items in writing your Strategic Plan.

Thing or Activity

Quantity or Frequency

Section A

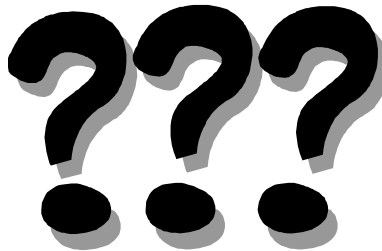
To promote the name and location of the Partnership or a program or service:
Magnets

Magnetized List Holder/Clip Boards
Pens
Buttons
Key Rings
Lanyards
Flyers
Posters
Ads in Programs
Rolodex Cards
Doorhangers
T-Shirts
Big Sign on Your Building
Utility Bill Inserts
Message on Packaging of Children's Collectibles & "Trade-ables"
Sound Truck
Search Lights
Message on Grocery Bag or Other Packaging
Liners for Restaurant Trays or Ad Space on Menus or Place Mats
Space Donated on Billboards, Buses and at Bus Stops
Message on Nightlights, Toys or Rattles

Your Own Ideas

Need more ideas????????????? Contact an "Advertising Specialties" company in your community and ask for a catalogue -- but don't let them sell you anything (at least not yet). You can find them in the Yellow Pages under "Advertising" or "Advertising Specialties."

Not sure what to pick?



Here are some advantages and limitations to consider for each suggestion.



Magnets

Advantages:

- ⇒ Inexpensive
- ⇒ Folks will put them on the “fridge” rather than in a drawer
- ⇒ People will see them several times each day
- ⇒ They can become regular reference tools if they have USEFUL information on them, such as phone numbers, a “cute” but relevant quote about stress management, or “factoids” for parents

Limitations:

- ⇒ People will see them several times each day -- the impact can be lost
- ⇒ Not much room for information
- ⇒ If your information changes, the magnet will still be around with the “old” info

Magnetized List Holder/Clip Boards

Advantages:

- ⇒ Practical items that are likely to be used regularly
- ⇒ Inexpensive
- ⇒ People will see them every day
- ⇒ May have more room than a magnet for information
- ⇒ They are usually used in the home, where stress is likely to occur, and stay in one place, making them easy to find

Limitations:

- ⇒ People will see them several times each day -- impact can be lost
- ⇒ If your information changes, the list holder/clip board will be “out of date”



Pens

Advantages:

- ⇒ Inexpensive
- ⇒ Allow for repetition of message
- ⇒ Easily passed along – everyone uses them!

Limitations:

- ⇒ Limited impact, as pens tend to end up in desk drawers or get lost
- ⇒ Will eventually run out of ink
- ⇒ Difficult to target audience since people put pens down allowing someone else to pick them up
- ⇒ Extremely limited space for information
- ⇒ The message on the pen can easily be overlooked

Buttons

Advantages:

- ⇒ Super inexpensive
- ⇒ Eye-catching; conversation starters
- ⇒ Good for events; perhaps designate a “Safe Kids Day” or week, and widely promote wearing of the buttons on that day or week -- could coordinate this with churches and schools
- ⇒ Could do a “series” and encourage folks (especially kids) to collect and wear them; give a prize at the end of the year to everyone who has the whole series
- ⇒ Lots of people wearing them at the same time will greatly increase the impact
- ⇒ Potential to communicate important message to button wearers and readers

Limitations:

- ⇒ Enthusiasm for buttons is often short-lived -- buttons end up in drawers or the trash
- ⇒ Not likely to have a repeated impact
- ⇒ Not so safe with small children around

Key Rings and Lanyards

Advantages:

- ⇒ Inexpensive
- ⇒ Universal appeal and use (everyone has keys)
- ⇒ If used, they are a constant reminder that the program exists and where to find info

Limitations:

- ⇒ Repeated exposure may lessen impact
- ⇒ Like buttons and pens, can end up in a drawer

Flyers

Advantages:

- ⇒ Cheap and easy to produce
- ⇒ Effective way to publicize Children's Day at the Zoo or other events
- ⇒ Can easily and cheaply be rerun with updated information

Limitations:

- ⇒ Limited life span -- people won't keep them around
- ⇒ Temptation to put too much information on them
- ⇒ Requires labor to distribute

Posters

Advantages:

- ⇒ High impact -- sort of a mini billboard
- ⇒ Long-lasting
- ⇒ Can convey a positive message (like the button), while letting folks know that the programs exist and services are available
- ⇒ Displaying the posters is a good way for neighborhood businesses to show support
- ⇒ Could be part of an initial campaign with buttons, magnets, press and an event to make a big splash in terms of notifying the community that a program exists, followed up by more substantial reminders

Limitations:

- ⇒ Design and production can be expensive
- ⇒ Maintenance of displays can be difficult (may fade in windows or be covered up on bulletin boards)
- ⇒ Can lose impact after a while
- ⇒ Will take planning and labor to target the best places for the posters, get permission to display them, post them and maintain them

Ads in Programs such as School Events, Ball Games, etc.

Advantages:

- ⇒ Targets parents and others involved in the lives of children
- ⇒ Affordable
- ⇒ Repeat message if advertisements are in programs for a whole season
- ⇒ Can put more information since people tend to read programs during events

Limitations:

- ⇒ Can be a one-time impact
- ⇒ Competition with other ads

Rolodex Cards

Advantages:

- ⇒ Makes it easy for those who refer clients to find the information again and again
- ⇒ Conveys professional image

Limitations:

- ⇒ Only useful to reach out to professionals – community-at-large will not use these
- ⇒ Best distributed as part of a mailing, such as an announcement to the community of service providers

Doorhangers with Coupon

Advantages:

- ⇒ People pay attention to bargains and will look at the flyer
- ⇒ High visibility (everyone has to come in and out of a door)
- ⇒ Potential for engaging neighborhood businesses
- ⇒ Good way to target specific neighborhoods
- ⇒ Coupon can promote part of the program, service or event

Limitations:

- ⇒ Bad weather can damage doorhangers
- ⇒ Labor-intensive to distribute
- ⇒ Difficult to store
- ⇒ Many will end up in trash cans

T-Shirts

Advantages:

- ⇒ People like to get t-shirts
- ⇒ Excellent incentive, sale or give-away item
- ⇒ Create a sense of unity
- ⇒ Staff and others who are affiliated can advertise the name and location of a new program or service by wearing it -- helps to familiarize the neighborhood with your name and logo
- ⇒ Highly visible way to promote positive slogan

Limitations:

- ⇒ Can be expensive
- ⇒ Can get lost in the "crowd" of other promotional t-shirts



Big Sign on or Outside of Your Building

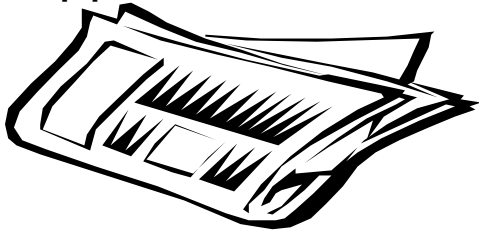
Advantages:

- ⇒ Announces the Partnership with pride, confidence and conviction
- ⇒ Can overpower the "No Loitering" signs placed around the Partnership site and make people feel more welcome
- ⇒ Places your Partnership's location in the minds of neighborhood residents and makes it "part of" the neighborhood or community.

Limitations:

- ⇒ It can be pretty frustrating to work through the bureaucracies to get permission to place a non-regulation size sign on the property
- ⇒ Expensive if services are not donated

Classified Advertisement in Free Community Paper or Shopper

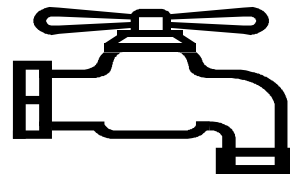
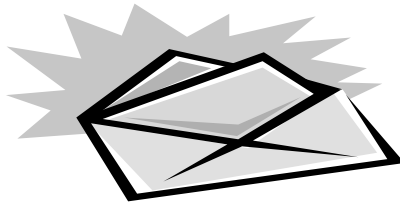
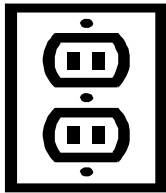


Advantages:

- ⇒ Low-cost way to get word out to people who are looking for jobs, household bargains, baby needs, used cars, etc.
- ⇒ Three or four lines can describe the program, its name, location and where to call
- ⇒ Working with the management of the paper, you might get the ad in the same section that your target audience would be using to find bargain items (families, new parents, etc.)
- ⇒ The low cost allows the ad to run for a long time
- ⇒ Can cancel it quickly if it does not produce results

Limitations:

- ⇒ The paper's circulation area may not exactly match your service area, possibly generating calls you will need to refer elsewhere
- ⇒ Must be prepared to respond to a possible deluge of calls



Utility Bill Inserts

Advantages:

- ⇒ Where program service areas are drawn by zip code boundaries, it is possible to have neighborhood-specific inserts put into the utility bills of public and private companies
- ⇒ People always open their utility bills

Limitations:

- ⇒ People open their utility bills and quickly throw away the inserts without reading them (unless the word FREE is on the insert in big letters)
- ⇒ The mailing department of the utility company may not like having a variety of inserts for different neighborhoods

Message on Packaging of Children's Collectibles & "Trade-ables"

Advantages:

- ⇒ Children love to have stickers and trading cards to swap (they would eagerly pick up free sets of these items which would have your message on the package)

Limitations:

- ⇒ If given directly to children, parents may never see the information (better to give "trade-ables" to parents to hand to their children)

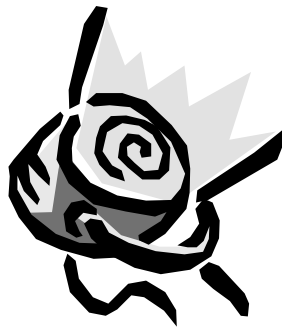
Sound Truck

Advantages:

- ⇒ Announces your presence in the community in a big way
- ⇒ Great for announcing an event
- ⇒ Has an old-fashioned appeal

Limitations:

- ⇒ Can be annoying
- ⇒ They can wake people up
- ⇒ Permit may be required



Search Lights Outside Building During Events

Advantages:

- ⇒ Adds excitement -- gives a Hollywood feel to an event
- ⇒ Curiosity will draw people to your event

Limitations:

- ⇒ Permit may be required
- ⇒ Might draw more than your target audience to the event
- ⇒ Only useful for nighttime events



Print Message on Grocery Bags

Advantages:

- ⇒ Ideal way to get short message into target neighborhoods
- ⇒ The project can build trust with local grocers and food pantries that may be of value later
- ⇒ Great way to involve local businesses

Limitations:

- ⇒ May require extensive planning and coordination with the grocers and food pantries

Liners for Restaurant Trays or Advertising Space on Menus or Placemats

Advantages:

- ⇒ Gives people something to read while waiting for their meal
- ⇒ Certain restaurants cater specifically to young families with children, allowing you to reach your target audience
- ⇒ Fun way to display kids' art work
- ⇒ Great way to involve local businesses

Limitations:

- ⇒ Need to constantly change the ads to keep people's attention
- ⇒ Mustard stains could end up covering your message



Space Donated on Billboards or Buses

Advantages:

- ⇒ It's big and, especially if it's bold, people will notice it
- ⇒ Good way to promote a slogan/theme
- ⇒ Might be donated as a public service or at a reduced cost

Limitations:

- ⇒ Buses go all over town, not just the targeted neighborhoods
- ⇒ People driving by the billboard are not in the best position to be writing down information like phone numbers and addresses

Space Donated at Bus Stops

Advantages:

- ⇒ Bus STOPS don't move -- you can target a specific audience
- ⇒ Repeated exposure, but less constant than magnets or other home items
- ⇒ You can include directions via bus to where you are located

Limitations:

- ⇒ Repeat message might lose impact
- ⇒ Need bold design

Your Message on a Nightlight, Toy or Rattle

Advantages:

- ⇒ Reaches target families
- ⇒ Demonstrates interest in children
- ⇒ Can be handed out at events and celebrations (adults love them too!)
- ⇒ Possibility that they could be donated or provided at reduced cost
- ⇒ Great way to increase the visibility of your logo

Limitations:

- ⇒ Quality can vary (be sure they meet safety standards)
- ⇒ More expensive in small quantities

Your Own Ideas

NOTES:

[illegible]

Section B

To explain in greater depth a program or service, (more than just its name and location), you might consider using:

Three-fold Brochure
Fact Sheets
Slide Show
Overhead Slides/PowerPoint Presentation

Speeches to Civic Organizations
Neighborhood House Parties
Neighborhood Newsletter
“Coffee Talks” or Brown Bag Lunches for Agency Workers
Annual Report
Public Relations Firm
PSAs (Public Service Announcements)
Open House
Coloring Book
Visual archive: Video Diary; Photo Album or Wall of Fame
Garage Sale or Flea Market
Press Breakfast or Media Tour
Word of Mouth
Workplace Communications

Your Own Ideas

Need more ideas??????? Visit with the Public Information Officer at your community school district or local hospital.

Not sure what to pick?



Here are some advantages and limitations to consider for each suggestion.



Three-Fold Brochure

Advantages:

- ⇒ Low-cost easy way to explain the program or service in detail
- ⇒ People will take them
- ⇒ Many people prefer a written description to answer their questions before having to interact on a personal level with someone from a new program or service
- ⇒ Can find someone who knows "desktop publishing" to design it for you on a computer
- ⇒ Can be mailed or handed out

Limitations:

- ⇒ Can be poorly laid out and confusing – temptation is great to include too much info
- ⇒ Need a plan to distribute – many brochures never get out of the boxes they come in

Fact Sheets

Advantages:

- ⇒ Simple, straightforward tool for educating the public about issues affecting their community and about the program or service activities
- ⇒ Good way to educate institutions and professionals who are potential allies to the program
- ⇒ Can be easily customized for different audiences
- ⇒ Way to effectively communicate with the press, elected officials or other “power brokers” who you want to keep apprised of the issues
- ⇒ Cheap to produce if you find someone who knows "desktop publishing" to design it on their computer
- ⇒ Can be updated as needed

Limitations:

- ⇒ Can be time-consuming to research and produce
- ⇒ Must be absolutely sure that all information is accurate and up-to-date
- ⇒ Can be tedious
- ⇒ Will require effort to get them into the hands of your target audience

Slide Show

Advantages:

- ⇒ It's true! A picture IS worth a thousand words. People respond to pictures, especially pictures of people; they humanize, personalize and add a sense of drama
- ⇒ Great way to jazz up a speech
- ⇒ Somewhat inexpensive to produce
- ⇒ Easy to update
- ⇒ Can be adjusted for different audiences
- ⇒ Can easily go "on the road"

Limitations:

- ⇒ Requires a talented (not necessarily professional) illustrator or photographer
- ⇒ Time and patience to get the right pictures
- ⇒ Requires a decent camera and equipment to show the slides
- ⇒ Must find appropriate locations to show it; unlike a brochure or fact sheet, you can't put a stack on a table or throw one in the mail

Speeches to Civic Organizations

Advantages:

- ⇒ Good way to spread the word about Community Child Protection to the broader community
- ⇒ Civic groups are often looking for ways to get involved
- ⇒ They are always looking for speakers
- ⇒ Members may know of resources the Partnership could use
- ⇒ Good use of Presentation Kit (sample speech, talking points, overhead slides and video!)
- ⇒ Good practice for Partnership spokespeople

Limitations:

- ⇒ Requires work to get on schedule and to prepare presentation

Neighborhood House Parties

Advantages:

- ⇒ Brings neighbors together to learn about Partnership and meet each other
- ⇒ Facilitates friendly interaction and discussion around a difficult issue
- ⇒ Good use of Presentation Kit (talking points and video)
- ⇒ A small beginning could lead to ongoing larger gatherings

Limitations:

- ⇒ Requires work to organize logistics
- ⇒ Someone must open their home (though this could be done in a neighborhood welcome center)



Neighborhood Newsletter

Advantages:

- ⇒ Can be done cheaply “in-house” and frequently (even one page is enough)
- ⇒ Good project for a volunteer
- ⇒ Good way to advertise events and educate community about the Partnership, its goals, activities and needs

Limitations:

- ⇒ Should be done at least monthly
- ⇒ Requires some funding
- ⇒ Work to distribute

Coffees or Brown Bag Lunches for Agency Workers

Advantages:

- ⇒ Facilitates networking and information sharing among Partners
- ⇒ Good way to keep agency workers feeling connected to the Partnership
- ⇒ New ideas often come from informal discussions
- ⇒ Can be lots of fun!

Limitations:

- ⇒ Requires some work to organize
- ⇒ Everyone won't be able to attend every time

Annual Report

Advantages:

- ⇒ Presents a professional image to the community-at-large
- ⇒ You can find someone who knows "desktop publishing" to design it on their computer
- ⇒ Good way to put a lot of information in one place

Limitations:

- ⇒ Will require effort to get them into the hands of some of your target audiences
- ⇒ Need to be distributed as part of a mailing or presentation
- ⇒ Can be designed on a desktop publishing program, but should be professionally printed
- ⇒ What is good information for one audience (e.g., funders) might not be appropriate for another audience (e.g., school administrators)
- ⇒ Should be done annually

Public Relations (PR) Firm

Advantages:

- ⇒ Professional public relations experts working with you on communications strategies
- ⇒ Access to resources you wouldn't normally have
- ⇒ May be able to provide services free of charge for some aspects of your communication strategies
- ⇒ enthusiasm of public relations experts can be contagious

Limitations:

- ⇒ Can be expensive, unless services are donated
- ⇒ Professionals who are donating their service probably won't put your needs at the top of their priority list
- ⇒ Even volunteer PR pros tend to have expensive ideas

PSAs (Public Service Announcements)

Advantages

- ⇒ Free air time
- ⇒ Can target large audiences, especially those who are not likely to read the paper or utilize other media
- ⇒ Good way to publicize events as well as general information about your program or service

Limitations:

- ⇒ May require money to produce
- ⇒ Requires expertise to write and produce
- ⇒ Cannot control when or how often they will run

Open House

Advantages:

- ⇒ Invites people in
- ⇒ Great way to introduce the community to the program or service in a fun, non-threatening way
- ⇒ Inexpensive to advertise (flyers) and produce (chips and soda)
- ⇒ Opportunity to “show off” key Partnership venues to the press, VIPs and other potential allies
- ⇒ Opportunity to pass out brochures, t-shirts, magnets, mugs, etc.
- ⇒ Opportunity to recruit volunteers

Limitations:

- ⇒ Requires planning and lots of publicity
- ⇒ Requires staff time and/or volunteer support

Coloring Book

Advantages:

- ⇒ Good way to reach out to children and teach them about safety
- ⇒ May encourage positive interaction between parents and children
- ⇒ Conveys friendly image of Partnership

Limitations:

- ⇒ Requires some talent and funds to produce and distribute

Visual Archive: Video Diary, Photo Album or Wall of Fame

Advantages:

- ⇒ Captures the special moments of the Partnership for posterity
- ⇒ Boosts morale and builds community – families and children will love it!
- ⇒ Creates library of positive images
- ⇒ May provide material for *America's Funniest Home Videos*

Limitations:

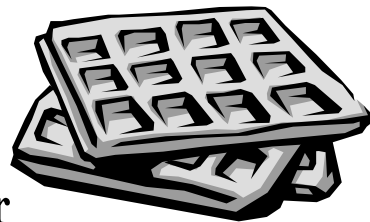
- ⇒ Takes time and money to put together
- ⇒ Requires someone who knows how to use a camera reasonably well (especially if you are shooting video)

***Garage Sale or Flea Market*****Advantages:**

- ⇒ Potential fund-raiser for your program or service
- ⇒ Way for those who are selling things to make a little money
- ⇒ Brings members of the community together in a fun atmosphere to learn about the Partnership
- ⇒ Inexpensive

Limitations:

- ⇒ Requires careful, logistical planning
- ⇒ Need a good turnout (lots of people and items for sale) to make it successful
- ⇒ Outreach/publicity must be done well in order to ensure a crowd
- ⇒ You will need a “rain date”

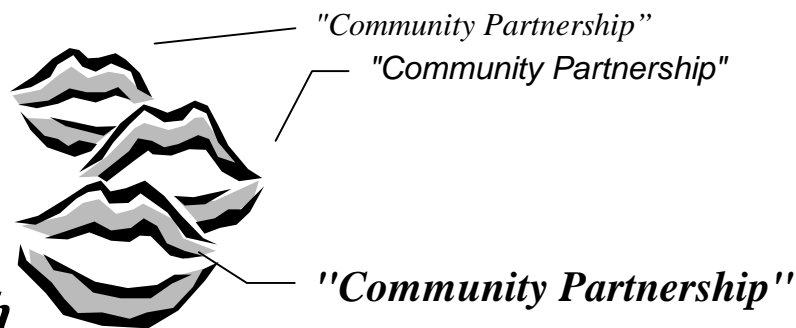
**Press Breakfast and/or Media Tour****Advantages:**

- ⇒ Good way to introduce reporters to your program or service, giving them “background” without either party feeling the pressure of a press conference, event, or the need to immediately write a story

- ⇒ Opportunity to get to know reporters as people and begin to develop personal relationships
- ⇒ Can target different types of media on separate occasions

Limitations:

- ⇒ Even though this is not a news event per se, you need to be prepared to give reporters new and valuable information about the Partnership or service and to answer questions – they will want to feel that their time was well-spent
- ⇒ Need to be flexible -- reporters often have to cancel plans at the last minute if there is breaking news



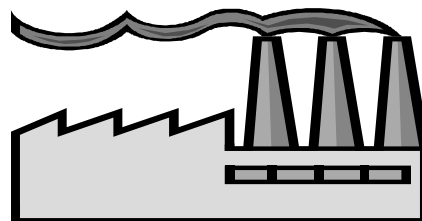
Word of Mouth

Advantages:

- ⇒ "If you offer it, they will come." Program experience shows that good news travels fast; word about a new or restructured program that offers *help and hope* will travel throughout the community
- ⇒ It's free
- ⇒ Way to reach people who are isolated in the community

Limitations

- ⇒ Like the game of "telephone", the message can become confused as it passes from person to person
- ⇒ The "word" may stay within narrow circles and not reach the whole community



Workplace Communications

Advantages:

- ⇒ For many, the workplace is where they communicate regularly with the most people
- ⇒ Company lunchrooms, employee newsletters, factory gates, union bulletin boards and work-related sports leagues all offer communication opportunities

⇒ Good way to involve businesses, to give them a role and build relationships

Limitations:

⇒ Employers draw their workers from many sections of town, making some work sites the wrong place to promote a neighborhood-based service

Your Own Ideas

NOTES:

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Section C

To engage the community in shaping a plan, program or service, you might consider using:

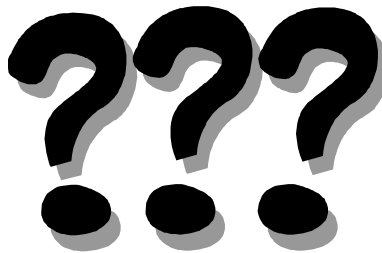
Community Meetings
Door-to-Door Canvassing
Surveys
Customer Response Forms

Call for Great Ideas
Poster Contest
Roundtable Discussion
Pot Luck Dinner
Oral History of Neighborhood or Program
Establish a Community Governing Board
Suggestion Box
Use Neighborhood and Ethnic Media
Petition Drive

Your Own Ideas

Need even more ideas???????????? Call FowlerHoffman.

Not sure what to pick?



Here are some advantages and limitations to consider for each suggestion.

COMMUNITY MEETINGS

ADVANTAGES:

- ◇ Good, inexpensive way to facilitate two-way communication between your program or service and the community
- ◇ Makes people feel that you care about what they have to say
- ◇ Creates a sense of participation and “ownership” of your program or service by the community

LIMITATIONS:

- ◇ It takes work to get the right people to come to a meeting, and last-minute conflicts often prevent people from attending
- ◇ Meetings must be well-facilitated and well-planned in terms of goals so that people feel like the time they spent was productive
- ◇ Resulting feedback, suggestions and ideas require follow-up on the part of the staff, or else the members of the community will question the sincerity of your interest in them

DOOR-TO-DOOR CANVASSING

(Canvassing means walking through a neighborhood house-to-house and talking with residents in order to solicit opinions, spread information and/or recruit supporters. The individual canvassers are usually given lists and maps of specific blocks that become their responsibility to cover. People are most motivated to serve as canvassers when they go out with someone else. Having canvassers walk down streets in pairs also increases their confidence and safety).

ADVANTAGES:

- ◇ Can be used to encourage attendance at events
- ◇ Creates personal connection between the people contacted and the program
- ◇ Lets people know you care about what they think
- ◇ Will likely stimulate discussion in the neighborhood about your program or service

LIMITATIONS:

- ◇ Lots of time and people involved in going door-to-door
- ◇ Best to find volunteers who know the neighborhood



SURVEYS

ADVANTAGES:

- ◇ Good way to find out what the members of your community view as needs and priorities, while at the same time making them aware of your program or service
- ◇ You might get a graduate student or professional researcher to design the survey and tabulate the results for free
- ◇ Volunteers can be recruited to conduct the survey either on the street or by phone, thereby increasing community engagement

LIMITATIONS:

- ◇ Can be overwhelming with no “expert” help or guidance
- ◇ Can be expensive if you have to pay someone to design and conduct the survey and tabulate the results
- ◇ Be ready for rejection -- some people don’t like to be surveyed

CUSTOMER RESPONSE FORMS

(Customer response forms are usually simple cards with a few easy-to-answer questions and space for open ended comments. One can find an example at most fast food restaurant chains. A box is often provided at a counter for people to drop in their completed forms.)

ADVANTAGES:

- ◇ Businesses rely on "customer response forms" to tell them how successful they are in satisfying their customers -- you can use this technique to engage the community
- ◇ Provides valuable market research, including how the customer found out about your program or service
- ◇ Opportunity to show sincerity of the Partnership’s desire to have neighborhood input
- ◇ A way to get input from residents who are hesitant or don’t have time to get more involved

LIMITATIONS:

- ◇ The form must be easy-to-use, yet provide valuable information
- ◇ Requires a sincere commitment from staff to make use of this information
- ◇ People don't believe that anyone will read their comments

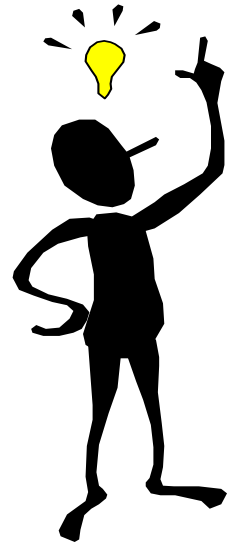
CALL FOR GREAT IDEAS

ADVANTAGES:

- ◇ Encourages the community to identify needs and priorities
- ◇ Opportunity for Partnership to demonstrate its commitment by helping to fund something that is truly needed in the community
- ◇ Empowers the community and helps build buy-in among residents

LIMITATIONS:

- ◇ Time-consuming
- ◇ “Politics” of winners and losers can be sticky – probably can’t fund every idea
- ◇ Requires a staff person to oversee the funded programs for at least one year
- ◇ Partnership must budget for it



ROUNDTABLE DISCUSSION

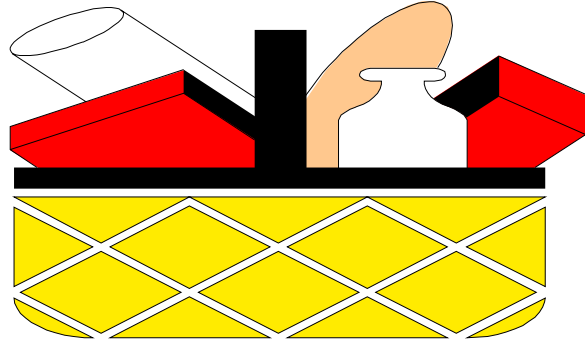
(Roundtable discussions are structured conversations with about 10-15 people in attendance. In some cases, the discussion is more productive when you bring together people of similar views and backgrounds. In other cases, differing viewpoints may serve your needs better. The discussion needs to be facilitated and probably should not last more than two hours. It helps to have refreshments in the room.)

ADVANTAGES:

- ◇ Facilitated discussion among community leaders on a specific topic is helpful in stimulating ideas and solutions
- ◇ Sends a signal to the community that their “expert” input is valuable
- ◇ Inexpensive

LIMITATIONS:

- ◇ It takes work to get the right people to participate
- ◇ Discussions must be well-run and well-planned in terms of goals, so that people feel like the time they spent was productive
- ◇ Resulting feedback, suggestions and ideas require follow-up on the part of the staff, or else the participants will feel that their time and efforts were wasted



POT LUCK DINNER/LUNCH

ADVANTAGES:

- ◇ Good, cheap, fun way to get members of the community together to interact in a casual, positive setting
- ◇ Creates an opportunity to educate people about your program or service
- ◇ Can be organized around a specific subject and held monthly or on some other regular basis
- ◇ Chance for folks to show off their best recipe!

LIMITATIONS:

- ◇ Good organization is required to ensure that there is enough food and that the logistics work well (you might want to provide the “main dish” and designate a committee to coordinate other dishes and necessary items)
- ◇ Outreach/publicity must be done well in order to ensure a good crowd (consider designating “events publicity teams” to invite people in their immediate neighborhoods)

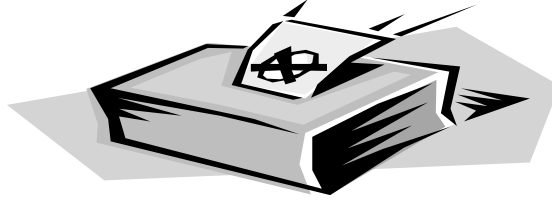
ORAL HISTORY OF NEIGHBORHOOD OR PROGRAM

ADVANTAGES:

- ◇ Builds sense of neighborhood and community
- ◇ Recalls past times when neighbors looked after each other
- ◇ Good way to connect with long-term residents and the community's natural leaders
- ◇ A good project for the neighborhood youth – could be an after-school project or a way to earn extra credit

LIMITATIONS:

- ◇ Might require extensive layout and design time to have a version you would want to distribute publicly



SUGGESTION BOX

ADVANTAGES:

- ◇ Easy, cheap way to collect new ideas and suggestions from community members and staff
- ◇ A constant sign that input and new ideas are always welcome

LIMITATIONS:

- ◇ Requires a sincere commitment of time to make it work (someone needs to read the results, convey the ideas to those who can act on the suggestions and then report back to the community when their suggestions are adopted)

UTILIZE NEIGHBORHOOD AND ETHNIC MEDIA

ADVANTAGES

- ◇ Targets key demographic groups and neighborhoods
- ◇ Increases the chances of more frequent and more positive coverage (less competition from “big” city-wide or national news)
- ◇ Cheaper advertising rates than papers with larger circulation
- ◇ Coverage and advertising in these outlets makes your program and/or services seem more a part of the community
- ◇ May be able to get space for a regular Community Child Protection column

LIMITATIONS:

- ◇ Less-frequent publication dates may mean that news or announcements may be old by the time readers see them

PETITION DRIVE

ADVANTAGES:

- ◇ A petition drive can rally the community around an issue such as the health needs of children
- ◇ If the petition drive leads to a victory, the network forged while collecting the signatures can go on to tackle other larger children's safety issues

LIMITATIONS:

- ◇ Petitions are best used to promote a popular community agenda, since there is not much room for diverse opinions
- ◇ Requires dedicated time of someone with experience in organizing around community issues

DON'T FORGET YOUR OWN IDEAS!

[illegible]

Section D

To involve the community in taking more responsibility for the protection of children you might consider using:

Family Movie Night
Art Workshops
Cooking Lessons
Children's Sabbath
Safety Rodeo/Fair/Carnival
Block-by-Block Organizing
Quilting Bee
A Day At the Zoo
Ice Cream Sundae Party
Picnic/Dance
Block Parties
Linking Outreach Program with a Neighborhood Diaper Service
Link with Professional Sports Teams
Distribute Info with Established Children's Safety Programs
Conduct a Vigil
Organize a Press Conference
Get on Talk Radio
Celebrate Every Child
Turn to Civic Clubs
Build on Community Businesses
Create Community Family Stress Early Assistance System

Your Ideas

Need more ideas???? We sure do in this area -- we need as many ideas as we can get!!! Talk to your community's ministers, Neighborhood Watch leaders, the outreach coordinator at your senior center, lots of children and the family next door.

Not sure what to pick?



Here are some advantages and limitations to consider for each suggestion.

All work & no play? No way!

Let's have some fun. Let's do it today!

Nothing will attract and engage people more than the opportunity to have fun. There is no limit to the possibilities for fun events that will bring people together and allow you to educate the community about protecting children. Different events will attract different people, but your goal for members of the community will always be the same: to have fun while learning about the Partnership. The trick is to be creative and provide an opportunity for residents to do what they love doing!

Examples of possible **FUN** events are:

Family Movie Night

Advantages:

- Can choose different films to target different audiences
- Great opportunity to distribute a questionnaire and/or present a slide show or video
- You have a captive audience! Put information about your program or services in each seat

Limitations:

- Need to publicize well to ensure a crowd
- Cost of renting movies, equipment and providing refreshments

Workshops Led by Local Artists

(painting, weaving, poetry/creative writing, storytelling, musical instruments, etc.)

Advantages:

- Good way to connect local artists with the wider community and to expose children to new ways of creative expression
- Artists may provide good role models for young people
- A series of workshops can create an ongoing connection with your program and services
- Can bring different age groups together with children, like parents, siblings, grandparents and community members of all ages
- The business community loves to sponsor tangible activities such as art lessons and workshops

Limitations:

- Might have trouble finding artists who are willing to teach workshops
- Art supplies are expensive – ask to have them donated

Cooking Lessons

Advantages:

- Builds community – can involve residents as both teachers and students
- Teaches a vital skill that benefits the whole family and may increase a parent's confidence
- Good joint project with local food bank or community garden
- Cooking can be a fun and creative outlet!

Limitations:

- Requires a large, well-equipped kitchen (such as a church kitchen)
- Funding required for food and other supplies

Children's Sabbath

Advantages:

- A great way to celebrate children -- let the kids take the lead!
- Wonderful opportunity to bring whole families together
- While the focus is on the Sabbath, use opportunity to facilitate an informal roundtable discussion
- A chance to rest, reflect and enjoy the community
- Opportunity to involve the business community through the donation of food
- Opportunity to reach out to the religious community

Limitations:

- Need volunteer support to help with logistics
- Costs and time associated with preparing a nice meal
- Need a large space for this type of event

Safety Rodeo or Carnival

Advantages:

- Fun event that promotes many aspects of children's safety
- Fire departments and police departments will participate by bringing vehicles such as fire trucks which will attract children and families
- Shows you care about a wide variety of children's safety issues
- Builds relationships among program staff

Limitations:

- Issues of neglect and abuse could be overwhelmed by other safety issues
- Lots of work to coordinate and publicize

Block-by-Block Organizing

Advantages:

- Helps identify community assets
- Real one-on-one discussions can take place
- Able to get the message out to specific audiences
- Sends a signal you really care

Limitations:

- Staff and time intensive
- Not everyone will want to participate -- be ready for rejection!
- Must have specific strategies developed -- can't be done "willy nilly"

Intergenerational Baby Blanket Quilting Bee

Advantages:

- Brings together older and younger generations with a goal (making a quilt)
- Teaches a skill (quilting)
- Provides an opportunity for facilitated discussion of child safety issues
- Progress on quilt can be documented and displayed (photo bulletin board) to create ongoing interest
- Finished quilt, which may tell a story or include safe child images, can be displayed publicly
- Mentor relationships can be developed
- Once the quilt is done, the group may want to continue meeting to discuss children's safety issues or do another project together

Limitations:

- Quilts take a long time to make
- Might be hard to find people in the community who know how to quilt and want to teach others
- Might be hard to recruit people who want to learn how to quilt

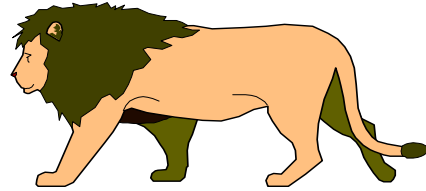
A Day at the Zoo

Advantages:

- Good way to connect with families you might not reach with other efforts
- Provides an opportunity for parents to do something fun with their kids or to have a few hours to themselves while kids are at the zoo
- You could be introducing people to a new place in their city
- Good way to build relationships with the zoo, the city and other potential partners

Limitations:

- Your city might not have a zoo
- Need to provide transportation and food
- Must be mindful of weather conditions



Ice Cream Sundae Party

Advantages:

- Everyone loves ice cream!
- Opportunity to get the business community involved by donating the ice cream and sundae toppings

Limitations:

- Ice cream can be messy -- it melts!
- Ice cream can be expensive

Picnic/Dance

Advantages:

- Everyone loves to eat!
- People love music, and they love to dance (They also love to see their teachers, principals and other “supervisors” let loose and dance)
- Band members can promote your program
- Having an outdoor concert where people bring their own picnic will be cheaper than providing food
 - Chance to pass out “things:” t-shirts, mugs, brochures, magnets
 - Opportunity to publicly recognize volunteers: individuals, business leaders, service providers, teachers, kids, parents and staff

**Limitations:**

- People's taste in music can vary considerably (hard to find music that appeals across the generations)
- Even good bands can be very loud and annoying to neighbors

Block Parties

Advantages:

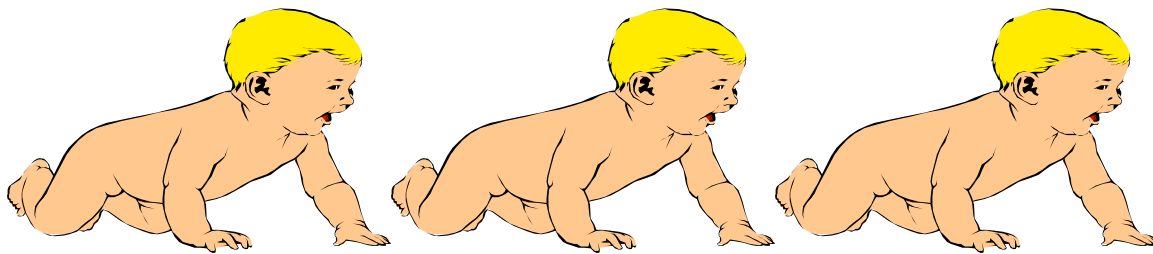
- The party goes to the people instead of asking people to go to the party

- Good way to get information to people and help them feel that your program is part of the neighborhood
- Opportunity for neighbors to get to know one another
- Opportunity to recognize volunteers

Limitations:

- Not all the neighbors will be thrilled about a party on their block
- Have to close down traffic
- Must be mindful of weather conditions

Not all events and activities have to be a party. The following are some other ways to get members of the community involved:



Link Outreach Efforts to a Neighborhood Diaper Service

Advantages:

- Great way to distribute helpful information to families with young children
- Hits a target population: families with children under age 3
- For families under a tight budget, reusable, cloth diapers are much more economical than disposables
- Service can be a community cooperative or an economic development project
- Shows interest in serving families
- Could win allies in the environmental community

Limitations:

- Many mothers are not familiar with the concept of cloth diapers
- Costly to start-up
- Would be best to involve someone with business experience

Link with Professional Sports Teams

Advantages:

- Sports figures have a lot of influence in the community, especially with young people
- Teams and their stars attract media
- Most sports teams want to contribute back to the community they play in

- If activity is in a full stadium, you reach a very large crowd (especially if televised)
- Great way to reach boys and men

Limitations:

- Must be well planned and executed -- if you don't do it right, you'll probably never get to do it again
- Every other program in your community has the same idea; need a strong reason or special inside connection to put your idea ahead of everyone else's



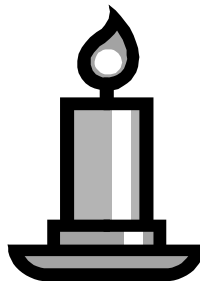
Distribute Information with Established Children's Safety Programs

Advantages:

- Programs that loan infant seats to young families or offer bicycle helmets to children are already well-established; no need to "re-invent the wheel" in terms of outreach
- Builds partnerships with other community institutions, such as hospitals and civic clubs, that sponsor these programs
- Demonstrates that children's safety is an issue with many different aspects

Limitations:

- Your program's concerns can get buried by the information and services from the existing program



Conduct a Vigil

Advantages:

- Attracts attention to one important issue
- A small number of people can make a big impact
- Might get the attention of the press

- Lets the community know you care
- Provides an effective outlet for community members to express their grief or concern

Limitations:

- Vigils can be emotionally challenging (it's best to have a trained counselor, such as a member of the clergy, involved in the event)

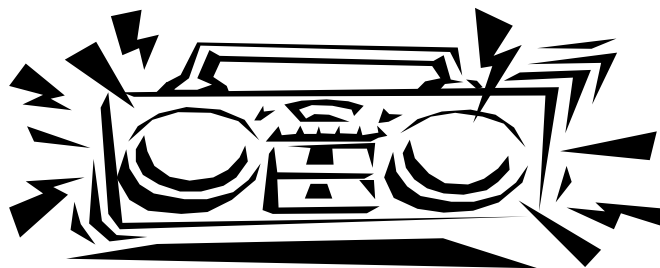
Organize a Press Conference

Advantages:

- Raises community awareness of your program and/or services
- Builds relationships with reporters
- Establishes you as a resource for reporters to find info on child abuse and neglect
- Provides opportunity to be pro-active – to initiate coverage rather than just responding to negative situations/crises
- A little press goes a long way

Limitations:

- Requires a lot of advance work (e.g., getting or creating a good press list, writing a press release and getting it out, following-up with the press, preparing presentation for press conference, logistics of press conference)
- Don't despair -- turnout at all but the most earth-shattering press conferences is low, particularly if a hot story breaks on the same day
- Best if spokespersons have received media or public speaking training



Get on Talk Radio

Advantages:

- It's free and can be fun!
- Potential for recruiting volunteers – lots of people listen, especially to local stations
- You can target audiences
- Interactive (if you take questions)

Limitations:

- You cannot control discussion

- You might have to debate an “opponent”
- Audience might be too broad

Celebrate Every Child

Advantages:

- Makes kids feel special and worthwhile
- Possibilities are endless (for example: create a monthly birthday photo bulletin board and have birthday parties for the kids, display kids’ artwork, hold a weekly or monthly creative writing/reading/storytelling time where kids can work on their writing skills and then read stories aloud)
- Builds relationships between your program and kids early
- Provides entree to families in-need

Limitations:

- Potential to become a victim of your own success: a large number of children with high expectations will present a challenge

Turn to the Civic Clubs

Advantages:

- Their mission is to contribute to the greater good of the community
- Possible source of volunteers
- Might be able to get clubs to take on projects such as organizing an event or providing mentors
- Can be a guest speaker at one of their meetings (use the Community Child Presentation Kit!)

Limitations:

- Enthusiasm sometimes outweighs follow-through
- Many people will have the same idea; you’ll be “competing” for support

Build on Community Businesses

Advantages:

- Small businesses such as grocery, car repair, beauty and barber shops are connected to the community - they see families and their children daily, recognize new residents and often know when families are under economic stress
- Community businesses often belong to associations so they can be contacted together through the association
- Have high traffic spaces to put up posters and leave brochures, etc.

Limitations:

- Small business people are very busy; often feel overwhelmed themselves
- Many other good causes are trying to work with community businesses

Create Community Family Stress Early

Assistance System (Health Clinics, Hospitals, Employment Offices, Utility Shut-off Workers, Employee Assistance Staffs, etc. etc. etc.)

Advantages:

- Involves community as the “eyes and ears” by utilizing those who are in a position to first see warning signs of potential abuse or neglect
- Provides a process by which concerned neighbors can initiate help

Limitations:

- Ongoing education of workers and administration of program can be a lot of work

YOUR OWN IDEAS

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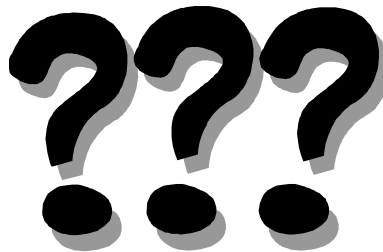
Section E

To enlist other institutions and professions as program allies you might consider using:

Group Trainings and Orientations
Orienting Child Care Workers
Videos
Coffee Talks
Advisory Committees
Informational Mailings
One-on-One Presentations
Office “Reminders”: Coffee Mugs, Post-Its, Pens, etc.
Directory of Community Services
Promote Their Program
Put Something in Their Newsletter
Say, “Thank You”
Your Own Ideas

Need more ideas??????? Contact the Executive Director of your local medical, nurses, police or teachers association. Ask them how best to reach their frontline workers.

Not sure what to pick?



Here are some advantages and limitations to consider for each suggestion.

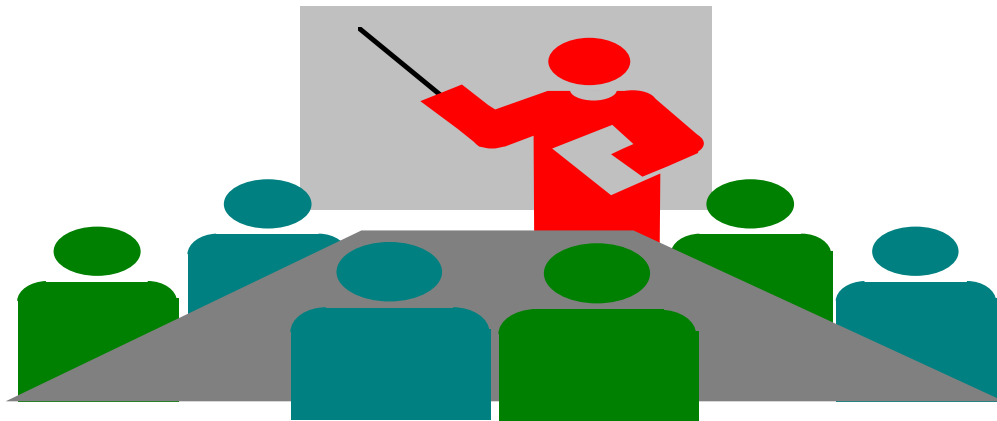
Group Trainings and Orientations

Advantages:

- Familiarizes entire staff with potential allies of your program and services
- Facilitates development of relationships and lays a foundation for future cooperation
- Opportunity to talk about benefits to frontline and other agency workers
- Allows for personal interaction (question & answer)
- Great opportunity for a photo slide show/video/overhead slides

Limitations:

- Traveling from place to place making presentations is time-consuming
- Must be thoroughly prepared to answer any question



Orienting Child Care Workers

Advantages:

- Teach child care providers to identify signs of abuse and neglect and how to respond
- Helps to get support from this critical audience and formalize a relationship with potential partners

Limitations:

- People are busy! It may be difficult to recruit people to come to class
- Need creative outreach

Videos

Advantages:

- People, especially kids, love to watch videos
- More efficient use of time than live presentation
- Target audience can watch the video in their home or office when they have time

- Allows for flexibility in the content -- can include interviews with clients, footage of events or even a “tour” of a facility like a full-service school, a neighborhood place, a hub or a family support center
- Inexpensive to duplicate

Limitations:

- Expensive to produce
- Videos cannot answer questions
- Doesn’t facilitate development of personal relationships
- Not everyone has access to a VCR



Coffee Talks

Advantages:

- Relaxed atmosphere better than formal presentation for encouraging information exchange
- Participants can network with each other as well as learn about the Partnership
- Regular, ongoing gatherings offer opportunity to address a range of issues relevant to Community Child Protection
- Potential to generate some good ideas and resources for use by the Partnership

Limitations:

- Schedule conflicts may make it difficult for folks to attend every gathering
- Relaxed atmosphere may allow the discussion to wander too far off the topic – may need to “assign” someone to keep the discussion on-track

Advisory Committees

Advantages:

- Involvement of well-known citizens brings instant credibility
- Invitation to serve flatters persons who are in a position to be helpful
- Potential to generate some good ideas and resources for use by the Partnership

Limitations:

- May be difficult to keep committee members involved
- Too many professionals on an advisory committee may not reflect the general feelings of the community

Informational Mailings

Advantages:

- You control the message
- Presents professional, “on top of things” image
- Introduces your program and services to targeted audiences whose cooperation and support you need
- Regular mailings (they don’t have to be frequent) keep your audience up-to-date on your activities and services, making them feel connected to your efforts
- Able to include a mechanism for people to respond

Limitations:

- Requires some money and a lot of administrative work (collecting mailing lists and keeping them up-to-date, putting mailings together, sending materials out regularly)
- This long-term investment activity probably won’t get immediate “bang for your buck” results

One-on-One Presentations

Advantages:

- Best way to tell important people about your work
- Can be formal or informal
- Can include visuals
- Can have a specific “ask” for each individual’s involvement
- Follow-up with a phone call or mailing to reinforce your message

Limitations:

- Time-intensive

Office 'Reminders': Coffee Mugs, Post-Its, Rolodex Cards, etc.

Advantages:

- Increases visibility of the Partnership/makes it “tangible”
- Nice little gift for allies you’ve been working with -- keeps your name, phone number and address in front of them so they have it when they need it

Limitations:

- “Things” cost money, and could end up in a drawer or cabinet out of sight

Directory of Community Services

Advantages:

- Excellent resource for community residents, social service providers
- Can be put on-line (on a community Web site)
- Forces you to identify community assets – you may learn something about the community you didn’t know before
- Opportunity to involve business community -- ask them to help with costs

Limitations:

- Time-intensive and potentially expensive to produce and distribute
- Needs to be constantly updated -- can become out-of-date quickly

Promote their program [Quid pro quo] (Mention other programs in your newsletter - put their literature in your reception area)

Advantages:

- Low-cost
- Enables you to develop relationships with your allies
- You’re not just asking! You’re giving!

Limitations:

- You might not totally agree with what they want you to promote
- Need to have accurate, up-to-date information on their program

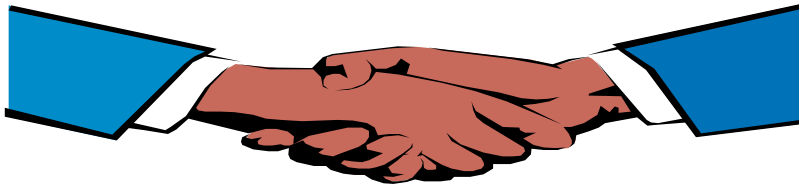
Put Something in Their Newsletter (news article, editorial, letter to editor, etc.)

Advantages:

- Free press
- Access to target audiences
- Increases your credibility
- Can be “passed on” to an audience you never imagined

Limitations:

- Audience may not be your exact target
- They may expect something in return
- It takes time to write an article, editorial or letter to-the-editor



Say, “Thank You”

Advantages:

- Builds good will; everyone likes to be thanked!

Limitations:

- You must make time to do this

Your Own Ideas.....

NOTES:

[illegible]

Your Communications Team

Whether the Partnership is creating, maintaining or expanding its communications team, keep these things in mind:

- ◆ **The Communications Team will be the key group responsible for figuring out how to communicate the key messages of the Partnership to the identified target audiences.**
- ◆ **You want to make sure that the chair of the Communications Team is familiar with the goals and objectives that are included in the Partnership's Strategic Plan.**
- ◆ **But you should also maintain a list of the kinds of skills and experience that you want to have represented on the Team. Here are some suggestions...**
 - ➔ **First and foremost**, you want to make sure you have someone on the Team who knows the target neighborhoods, the community institutions and its leaders
 - ➔ **You May Also Consider:**
 - ✓ Someone with a good “eye” who has had experience doing basic design work on a brochure or a flyer (for their church, school or community organization).
 - ✓ Someone who has had experience working with or for the local media (daily or weekly newspaper, TV or radio).
 - ✓ Someone who knows how to organize fun, low-cost events.
 - ✓ Someone who looks at ways to communicate with the public as part of their regular job (maybe they work for an advertising/marketing/public relations firm or they are a Public Information Officer for a local agency or school district).
 - ✓ Someone who is good on their feet and likes to do public speaking.
 - ✓ If you think you may want to distribute surveys, flyers or brochures door-to-door, you may want someone who has done canvassing or community or precinct organizing (maybe they have worked door-to-door as part of a voter registration drive, a petition drive, a food drive or a political campaign).

- ✓ Creativity will also be an important element of this Team so you may want to have someone who is a “dreamer” who always seems to have a creative idea to contribute.
- ✓ Think about the target audiences that you will want to communicate with because you may want to have Team members who have real experience reaching those audiences (i.e. if you want to reach men and boys, recruit someone who works with men and/or boys, etc.).
- ✓ You may also want to make sure you have different age groups and backgrounds represented on the Team. The more diverse the Team members, the more diverse the perspectives they will bring to the discussion.

What other kinds of skills and experiences do you need to make your make your Communications Team a success????

- ➔ **Make sure you have everyone you need on the Team, but try not to have too many people or it will get unwieldy** (six to eight people might be a perfect size). You may also want some folks who are “on-call advisors” who can be relied on to help with a particular project.

Estimated Costs for Selected Items

The prices of the items contained in this kit can be difficult to estimate. Prices for production of things can vary dramatically depending on the complexity of design, regional differences in the cost of conducting business and the quantity produced. As a general rule, the price per unit produced often drops dramatically as the quantity produced increases. The donation of talents, expertise and services would also reduce the cost.

In determining the cost of items in this kit, one should always consider how much staff time this item or activity will require. Many of the activities in this kit will require extensive planning time and/or time to distribute materials or coordinate the activity. If the item requires the use of volunteers, the budget should include resources for child care, transportation and refreshments for the volunteers.

The following are examples of the likely prices and costs associated with selected items in this kit. **PLEASE NOTE THAT THESE PRICES ARE ESTIMATES ONLY!**

Estimated Costs

Flyers:	5,000 for \$240 (This price assumes in-house design and volunteers to hand them out) This is an example where the price of an item can drop dramatically as you produce more.
T-shirts:	\$5 each.
Magnets:	basic magnets: 2,500 for \$525 magnetic little photo “frames” 2,500 for \$1,020
Coffee mugs:	300 for \$525.
Brochures:	Design and printing of 10,000 four-panel, two-color brochures: \$2,200-\$4,000.
Posters:	Design and printing of 1,000 full-color posters: \$2,500 - \$4,000 Size of poster and weight of paper will impact the cost.

Annual report:	Design and printing of 2,000 annual reports, 12-16 pages, 2 color: \$4,000 to \$8,000 (try to have design donated).
Retaining a PR Firm:	Cost varies widely, could be \$15,000 to \$36,000 for six months depending on the costs for a firm in that market. Many firms will donate their services for a “good cause” or take on a specific project such as design of a brochure for free.
Events:	Food can run from \$3 to \$5 per person depending on how much you serve and how much you can get donated. Budget some money for promoting the event and for a sound system. Banners that you can use over and over can cost between \$60 to \$275 depending on materials, amount of color, complexity of design, etc. Be sure to “budget” time for volunteers and staff members to do outreach.
Searchlights:	\$350 for three hours.
Artists for workshops:	All too often people expect community artists to donate all their services. Depending on how much time is required, budget a fee of \$300 to \$1,500 per workshop for an artist’s time and talent. Also budget for materials.
Mailing program:	The application of color design or logo on a year’s supply of letterhead, envelope and mailing labels (10,000) would cost \$3,000 to \$4,000. The postage costs for mailings vary with the weight of what you send.
Video:	Ranges widely - make sure it looks professional. For a ten to fifteen minute, well-produced video, cost can range from \$12,000 to \$30,000. (Some of these costs may be donated.)